

CHAPTER V

CONCLUSION AND IMPLICATION

A. CONCLUSION

Based on the previous statistical tests related to "The Influence of Discount Framing Towards Brand Reputation Image on Purchase Intention and Purchase Decision (Study on Beauty Haul Website)", the following conclusions are as follows:

1. Discount framing has a positive influence on brand reputation
2. Discount framing has a positive influence on brand image
3. Brand reputation has a positive influence on brand image
4. Brand reputation has no influence on purchase intention
5. Brand image has a positive influence on purchase intention
6. Purchase intention has a positive influence on purchase decision
7. Brand reputation has no mediate influence discount framing towards purchase intention
8. Brand image has a mediate influence discount framing towards purchase intention

B. IMPLICATION

1. Managerial Implication

Based on the results of this research and the discussion previously defined, the implications the researcher can give as a consideration for future decision-making are as follows:

- a. Beauty Haul on its website must have many attractive promotions in the form of periodic price discounts every period, "buy one get one" promos, discounts of up to 70%, during certain events such as independence or product postage discounts. So, it can increase the company's existence in all consumer circles, create a good reputation and image for the company in the future, attract consumers to buy these products, and become loyal consumers of Beauty Haul. Beauty Haul should preserve a consistent and good service such as on time delivery, safe package, fast respond on customer service, and vice versa. So, the loyal consumers always spread and talk to others with a good reputation and image of Beauty Haul Website.
- b. The Beauty Haul website needs to make the latest breakthroughs to provide an experience for new consumers to dare to try the products offered through the hired brand ambassador. Beauty Haul needs to keep up with developments, as in the current era, many people like actresses, actors, or singers, commonly called idols from South Korea. Beauty Haul can become one of these idols by seeing their fans and raising the reputation and image of an attractive company so that the reputation

Beauty Haul brand can positively influence purchase intention. Maintaining and improving one of the marketing strategies, namely endorsement of influencers, is also very important, considering the large number of people who follow influencers today. It will be very effective if the company's testimonials come from influencers who can influence consumers to try the products offered by Beauty Haul and idol fans or "K-pop" fans who notice of Beauty Haul Website.

2. Theoretical Implication

This research still has several limitations in research carried out by the results of the research. This research results received a marginal fit model. The marginal fit model is the condition of the suitability of the measurement model under the absolute fit or cut-off value, but still could be continued in further analysis because it is close to the criteria of good fit (Seguro, 2008) on Fitriyana et al (2013), the model is still acceptable. It would be better for further research to have a good fit model by having a value equal to or greater than the absolute fit or cut-off value by add or replace the variable.

In this research only focus on the website, the future research can develop a new breakthrough with focusing the research not only on Website but also on social media such as instagram, tiktok, twitter, and vice versa. Most of the previous research already use an E-Commerce for the researched. This research also has a narrow sample because it's only on

Indonesia citizens, it will be better for the future research to has a wide sample for the research to make it will be more interesting to discuss.

